

Namwon Chunhyang Marathon

DATE: Saturday, November 22, 2025
LOCATION: Namweon, Jeonbuk State, KR

Event Description

Namwon Chunhyang Marathon is a premier sports event in Namweon. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: sports

Importance Rank: 42/100

Expected Attendance: 413 people

Event ID: B9Mrik5Hro3zxwS7GL

Hotel Demand Indicators

ADR Impact Index: 5.1x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 165 across all properties

Note: Actual impact varies by property location, star rating, and local market conditions.